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WEBSITE DEVELOPMENT/CMS AWARD JUSTIFICATION

Solicitation: Website Development and Content Management System

Recommended Awardee: Terminalfour

Evaluation Committee: Freddy Espino, Sky Soto, Tymon Mattoszko, Samantha Hardin, and Kevin Beardmore

Purpose

The purpose of this justification is to document the Evaluation Committee's recommendation to award the website development and Content Management System (CMS) project to **Terminalfour** following the review of vendor documentation, demonstrations, presentations, and the established evaluation criteria.

Evaluation Process

The Evaluation Committee evaluated the proposed solutions based on the criteria established for the Website Demo Scoring process. The evaluation considered the vendors' ability to meet SENMC's technical, operational, accessibility, security, design, governance, and support requirements.

The evaluation criteria included:

- CMS Platform Overview
- Content Editing Experience
- Design and Layout Flexibility
- Accessibility
- Workflow and Permissions
- Hosting and Security
- Analytics and Reporting
- Post-Launch Support and Maintenance

The total possible score was **100 points**.

The final evaluation scores were:

Vendor	Final Score
Exemplifi LLC	54
Modern Campus	91
Terminalfour	91

The scoring resulted in **Modern Campus and Terminalfour receiving identical overall scores of 91 points**. Consequently, the Committee's final recommendation required careful consideration of the qualitative differences identified during the vendors' presentations and review of the supporting documentation.

Basis for Selection of Terminalfour

The Committee determined that both Modern Campus and Terminalfour presented strong solutions that closely aligned with SENMC's website development and CMS requirements. The decision between the two vendors was difficult because both demonstrated the ability to meet the institution's primary needs.

After further consideration of the demonstrations, presentations, supporting documentation, and specific functionality presented to the Committee, **Terminalfour was determined to provide the solution that best aligned with SENMC's overall institutional needs**.

Several factors differentiated Terminalfour's proposal.

SENMC-Specific Demonstration

Terminalfour provided a presentation and demonstration specifically tailored to the **SENMC website and institutional environment**. Rather than relying primarily on a generalized demonstration of CMS capabilities, Terminalfour illustrated how its platform, functionality, and design features could be applied directly to SENMC.

This approach provided the Committee with a stronger visual and practical understanding of the proposed solution and allowed members to better assess how the platform could function within SENMC's website environment.

Accessibility Management

Accessibility was an important consideration in the evaluation of the proposed CMS platforms. The Committee responded favorably to the organization and functionality of Terminalfour's **accessibility dashboard**.

The dashboard appeared intuitive and provided a clear method for identifying, reviewing, and addressing website accessibility issues. The Committee determined that this

functionality would assist SENMC staff in managing ongoing accessibility responsibilities and maintaining accessible web content.

Security

Terminalfour provided **more detailed information regarding its security environment, controls, and related features** during the evaluation process.

The additional level of information gave the Committee greater confidence in its ability to evaluate the platform's security capabilities, hosting environment, and approach to protecting SENMC's website and associated information.

Service-Level Agreements and Support

The Committee placed significant value on Terminalfour's **Service-Level Agreements (SLAs) and published response times**.

Terminalfour clearly communicated its support structure and expected response times, providing the Committee with greater certainty regarding the level of service SENMC could expect following implementation. Because the website will serve as a critical institutional communication and information resource, the Committee considered clearly defined support expectations and response times to be an important operational advantage.

Best-Value Determination

Although Modern Campus and Terminalfour received identical numerical evaluation scores, the scoring results represented only one component of the Committee's overall evaluation.

The Committee considered the complete demonstrations, documentation, functionality, support structure, security information, accessibility tools, and the vendors' demonstrated understanding of SENMC's needs.

The Committee determined that Terminalfour distinguished itself through:

- A demonstration specifically tailored to SENMC's website;
- A user-friendly and clearly presented accessibility management dashboard;
- More detailed information regarding security capabilities and features; and
- Strong, clearly defined SLAs and published support response times.

These factors provided meaningful operational advantages and increased the Committee's confidence in Terminalfour's ability to successfully implement and support SENMC's website and CMS environment.

Award Recommendation

Based on the complete evaluation process, the Evaluation Committee recommends **Terminalfour** for award of the SENMC website development and CMS project.

The Committee acknowledges that this was a highly competitive evaluation and that both Terminalfour and Modern Campus presented solutions that closely met SENMC's requirements. However, after considering the presentations, demonstrations, supporting documentation, and the specific differentiating factors described above, the Committee determined that **Terminalfour represents the most advantageous solution and best overall value to SENMC.**

The recommendation is therefore supported by the documented evaluation process and the Committee's collective assessment of the solution that best meets the College's technical, operational, accessibility, security, and ongoing support needs.

CPO Approval: Rebecca Silva

Date: 4/15/2020